

METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR  
CONDUCTING A VIRTUAL PRODUCT PRESENTATION

ABSTRACT OF THE DISCLOSURE

5           Methods, systems and computer program products for conducting a virtual  
product presentation are provided. Voice communications are established between a  
sales representative at a first computer and a customer at a remote second computer  
coupled to the first computer. Respective first and second displays of a three-  
dimensional product presentation space are generated at respective ones of the first  
10   and second computers. Navigation of the three-dimensional product presentation  
space at the second computer is controlled from the first computer while maintaining  
the voice communications between the sales representative and the customer.  
Generation of the respective first and second displays of a three-dimensional product  
presentation space may occur responsive to authorization of access to the three-  
15   dimensional product presentation space from the second computer, e.g., by software  
key and/or password credentials transmitted from the second computer to a web  
server or other data processing apparatus that implements the virtual product  
presentation space.